

**RED BULL IS USED BY  
ATHLETES WORLDWIDE  
TO AID PERFORMANCE**





“As a sprinter my reaction speed and ability to focus fully is key to my performance. I feel Red Bull concentrates my mind getting me in the zone for every race.”

Jason Gardener - Great Britain Athlete & Olympic Gold Medallist

## WHAT IS RED BULL?

In 1982, Dietrich Mateschitz, at that time a top marketing director, came across a beverage known as an “energy drink” while on business in Asia. He found that this beverage, at that time, a concentrate that was mixed with water, enabled him to stay awake and alert after his long haul flights. Red Bull was launched in Austria in 1987 and in the UK in 1995. It is currently available in more than 100 countries around the world. The energising properties of Red Bull were first recognised on the ski slopes of Austria.

Red Bull now provides mental stimulation to sports men and women across a myriad of disciplines the World over.



“I have a routine. I always drink a can of Red Bull before batting to ensure I am properly switched on, then I walk out there telling myself how great this all is and how lucky I am.”

Kevin Pietersen - Hampshire and England Cricketer

## WHY USE RED BULL IN SPORT?

Red Bull focuses your mind, allowing you to apply yourself physically. This ensures that you perform as effectively as possible with maximum return on your effort, enabling you to be the best you can be.

### Red Bull improves performance

*Twelve elite rowers from Agecroft rowing club performed two 2km all-out rowing tests on a Concept 2 rowing ergometer after drinking either 2 cans of Red Bull or a Placebo drink. The study was double blind and counterbalanced i.e. the rowers and the tester did NOT know which drink they were taking, and half the rowers used Red Bull first then the Placebo for the second visit whilst the other half used Placebo first then Red Bull. Eleven of the rowers produced a faster time after Red Bull, with the average time being 2.5 seconds quicker. The results from these eleven rowers ranged from a 0.7 to 8.3 second improvement in time. (MacLaren, 2005)*



“Training for 400m hurdles is tough, especially in the Scottish winter! I use Red Bull before training to give me the energy to get the most out of each session.”

Lee McConnell – Great Britain Athlete & Commonwealth  
Silver Medallist

## WHEN AND HOW SHOULD I USE RED BULL?

You should drink 1-2 cans approx 20-40 minutes before your chosen activity, and/or at some suitable break period during your activity. The effects of Red Bull should last an hour, so factor this in when choosing your time to take Red Bull. Whilst caffeine is a diuretic, there is not enough caffeine in Red Bull to dehydrate you. However, as good hydration practice you should consume equal amounts of water to the amount of Red Bull you drink. If you are thirsty you are already de-hydrated, so reaching for a can of Red Bull is not the answer. You can use it pre-activity and during, but we would advise an upper limit of 4 cans consumed over time. As a fixed measurable dose of ingredients you can easily monitor your intake. When drinking Red Bull, as a fixed dose of ingredients it should be consumed as quickly as comfortable, not sipped slowly over time. The full can has to be consumed to receive full benefit of its effects.



“I use Red Bull when I am tired and need to be focused. Be that waiting to go into bat or needing a boost before I bowl another 10 overs.”

Andrew Flintoff - Lancashire & England Cricket

## RED BULL OR RED BULL SUGARFREE?

The effects of Red Bull and Red Bull Sugar Free on mental focus, concentration and reaction speed are the same. If you are on a calorie-controlled diet, or feel that you do not need the 28g of carbohydrates as your pre-activity carbohydrate plan has taken care of it, then use Red Bull Sugarfree. If however you feel that those 28g of carbohydrates will be required, then use Red Bull or a combination of both.



“Motivating myself to train everyday is really tough, I drink a can of Red Bull Sugarfree on the way to the gym to give me the energy I need to start another session.”

Annie Emmerson - World Duathlon Silver Medallist  
& Elite Triathlete

## WHAT IS IN RED BULL?

A 250ml can of Red Bull contains

Taurine	1,000mg
Glucuronolactone	600mg
Caffeine	80mg
Sucrose*	21.5g
Glucose*	5.25g
Inositol	50mg
Niacin	20mg
Vitamin B6	5mg
Pantothenic acid	5mg
Vitamin B12	0.005mg
Sodium	215mg

\*Not present in Red Bull Sugarfree



“I drink 2 cans of Red Bull in the changing room before a match as I feel it gets me right up for the game.”

Jamie Peacock – Leeds Rhinos & Great Britain Rugby League

## IS RED BULL A BANNED SUBSTANCE IN SPORT?

There is no ingredient in Red Bull that is on the WADA list (the World Anti Doping Agency). It is completely legal to drink Red Bull in any quantity.

In 2004 caffeine was officially taken off the banned substance list by WADA (the World Anti Doping Agency). Prior to this decision however caffeine was viewed a substance that needed to be monitored and was therefore subject to a limit. This limit is the equivalent to drinking 6-8 cans of Red Bull every 2 hours.



“Many of the players, including myself, drink Red Bull before kick off so our minds are completely switched on to the demands of international rugby.”

Martin Corry - Leicester Tigers & England Rugby Captain

## WILL A CUP OF COFFEE HAVE THE SAME EFFECT?

Red Bull does contain caffeine just like coffee however it is the other ingredients in Red Bull that improve the benefits of the caffeine and make the effects last longer. Furthermore, during the manufacture process of coffee the beans are roasted causing the caffeine to pick up various toxins. The caffeine in Red Bull has not undergone this process so is a clean source of caffeine. A normal cup of filter coffee will usually have around 80mg of caffeine while tea contains 50mg. However, what is a normal cup of coffee? Red Bull is a regulated dosage, what is said on the can is what you get- 80mg.



“Mental focus is probably more important than being physically fit towards the end of a round. Red Bull really assists me in keeping sharp, alert and able to do my job late in the day, which is very important.”

Paul Casey – European Tour & Ryder Cup Team winner

## WHAT ARE THE OTHER KEY INGREDIENTS?

All the contents, other than caffeine are naturally occurring substances in the body. Taurine is a key ingredient needed for fat digestion, absorption of fat-soluble vitamins as well as the control of cholesterol serum levels in the body and for maintaining cell membrane integrity. Glucuronolactone is a substance found in the body which accelerates the elimination of both endogenic and exogenic noxal (harmful substances), so it has a detoxifying effect. In certain situations the body needs to replenish these and extracts them from food that has been eaten. If you have no need for them then they will simply pass through the body and be excreted as waste.



“Keeping my concentration is the hardest part of being a goalkeeper. I have to be really sharp at all times and I drink Red Bull to help. I have a can before the game and a can at half time as it keeps me alert.”

Marcus Hahnemann - USA & Reading Goalkeeper

## IS THERE ANY DIFFERENCE BETWEEN RED BULL IN DIFFERENT COUNTRIES?

No. Red Bull is still canned in the original factory using the same water source. Each Red Bull country has an allotted run in the factory, before being packed into containers and then transported to its destination. This ensures that the can of Red Bull you buy in Moscow is exactly the same as the can you buy in California, apart from the lettering!

## **FOR MORE INFORMATION**

visit [www.redbull.co.uk](http://www.redbull.co.uk)